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an independent commercial transaction control system, physically distinct and remote from said buyer system and said vendor system, to selectively facilitate the transmission of commercial transaction data, as electronic interchange data (EDI) data, upon consideration of the area of interest in relation to the at least one vendor, between said members of said plural groups, including at least said buyer and said vendor.

110. (Previously Added) The commercial transaction system of claim 110 further including an audio system for provision of audio to said possibly interested buyer in combination with said high resolution still image.

111. (Previously Added) The commercial transaction communication system of claim 111 wherein the audio system provides voice.

112-141 (Withdrawn from consideration is this application)

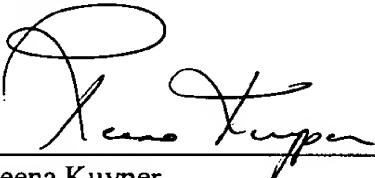
R E M A R K S

By this preliminary amendment, Applicant has amended the claims to further emphasize the differences between the claims here (all of which are set forth above) and the art asserted by the Examiner. With the request for continued examination, Applicant requests continued consideration of the claims as amended here. The Examiner indicates in the last office action that the claims broadly recite a "control system for selectively enabling communications between members of plural groups.." and that "it is through the control of the IMM system of Shavit that

communication takes place among buyers and sellers." Applicant respectfully submits yet again that in Shavit, "it is one party that selects another party." Although the preamble of the claims may recite a "control system for selectively enabling communications between members of plural groups," the body of the claims clearly establish that the party with which communication may be enabled is selected by the control system and not the party initiating the communication upon considering data entered by a party, for example, the buyer.

Favorable consideration and allowance of the claims is respectfully requested.

Respectfully submitted,

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